

**WHAT IS CLAIMED IS:**

- 1 1. A method comprising:
  - 2 a) accepting a set of ads of a given source;
  - 3 b) selecting a subset of the set of ads;
  - 4 c) receiving approval or decline of ads of the subset from a first review process;
  - 5 d) determining a score for the source using information concerning the approval
  - 6 or decline of the ads of the subset from the first review process; and
  - 7 e) automatically approving, using a second review process, ads of the set that
  - 8 are not in the subset if the advertiser score indicates that the given source is a
  - 9 trusted advertiser.
- 1 2. The method of claim 1 wherein the first review process is a manual review process.
- 1 3. The method of claim 1 wherein the score is a trust score.
- 1 4. The method of claim 1 wherein the score is a distrust score.
- 1 5. The method of claim 1 wherein determining a score for the source further comprises  
2 determining a percentage of declined ads in the subset.
- 1 6. The method of claim 5 wherein determining a score further uses reasons for which  
2 declined ads in the subset were declined.
- 1 7. The method of claim 1 wherein the set of ads comprises Web ads.
- 1 8. The method of claim 1 further comprising:
  - 2 f) automatically screening the approved ads for preselected words or phrases.
- 1 9. The method of claim 8 wherein at least one of the preselected words is a URL.
- 1 10. A method of ad approval comprising:

- 2 a) receiving a set of ads with a source indication;
- 3 b) determining whether the indicated source is a trusted source; and
- 4 c) if the indicated source is determined to be a trusted source, then approving the
- 5 set of ads without manual review at least one ad of the set of ads.

1 11. The method of claim 10 further comprising:

- 2 d) if the indicated source is determined to not be a trusted source, then
- 3 -selecting a subset of the set of ads;
- 4 - approving or declining ads of the subset;
- 5 - determining a score for the source using information concerning ads
- 6 manually approved or declined; and
- 7 - identifying the source as a trusted source if the score for the source
- 8 indicates that the given source is trusted.

1 12. The method of claim 11 wherein the score is a trust score.

1 13. The method of claim 11 wherein the score is a distrust score.

1 14. The method of claim 11 wherein the act of approving or declining ads of the subset

2 uses a manual review process.

1 15. A method of ad approval comprising:

- 2 a) selecting a subset of a first ad group provided by a trusted source;
- 3 b) accepting a determination of ads in the subset that are disapproved;
- 4 c) determining a score using information concerning disapproved ads in the
- 5 subset, approved ads in the subset, and reasons for any disapprovals; and
- 6 d) pulling from circulation at least one ad in a second ad group received from the
- 7 trusted source if the score indicates that the source is no longer a trusted
- 8 source.

1 16. The method of claim 15 wherein the determination of ads in the subset that are  
2 disapproved is accepted from a manual review process.

1 17. Apparatus comprising:  
2 a) an input for accepting a set of ads of a given source;  
3 b) means for selecting a subset of the set of ads;  
4 c) means for receiving approval or decline of ads of the subset from a first  
5 review process;  
6 d) means for determining a score for the source using information concerning  
7 the approval or decline of the ads of the subset from the first review process; and  
8 e) means for automatically approving, using a second review process, ads of the  
9 set that are not in the subset if the advertiser score indicates that the given  
10 source is a trusted advertiser.

1 18. The apparatus of claim 17 wherein the first review process is a manual review  
2 process.

1 19. The apparatus of claim 17 wherein the score is a trust score.

1 20. The apparatus of claim 17 wherein the score is a distrust score.

1 21. The apparatus of claim 17 wherein the means for determining a score for the  
2 source include means for determining a percentage of declined ads in the subset.

1 22. The apparatus of claim 21 wherein the means for determining a score uses reasons  
2 for which declined ads in the subset were declined in its determination.

1 23. The apparatus of claim 17 wherein the set of ads comprises Web ads.

1 24. The apparatus of claim 17 further comprising:

2 f) means for automatically screening the approved ads for preselected words or  
3 phrases.

1 25. The apparatus of claim 24 wherein at least one of the preselected words is a URL.

1 26. Apparatus of ad approval comprising:

2 a) an input for receiving a set of ads with a source indication;  
3 b) means for determining whether the indicated source is a trusted source; and  
4 c) means for approving the set of ads without manual review at least one ad of  
5 the set of ads if the indicated source is determined to be a trusted source.

1 27. The apparatus of claim 26 further comprising:

2 d) means for  
3 -selecting a subset of the set of ads;  
4 - approving or declining ads of the subset;  
5 - determining a score for the source using information concerning ads  
6 manually approved or declined; and  
7 - identifying the source as a trusted source if the score for the source  
8 indicates that the given source is trusted,  
9 if the indicated source is determined to not be a trusted source.

1 28. The apparatus of claim 27 wherein the score is a trust score.

1 29. The apparatus of claim 27 wherein the score is a distrust score.

1 30. The apparatus of claim 27 wherein the means for approving or declining ads of the  
2 subset use a manual review process.

1 31. Apparatus of ad approval comprising:

2 a) means for selecting a subset of a first ad group provided by a trusted source;

- 3           b) means for accepting a determination of ads in the subset that are
- 4           disapproved;
- 5           c) means for determining a score using information concerning disapproved ads
- 6           in the subset, approved ads in the subset, and reasons for any disapprovals; and
- 7           d) means for pulling from circulation at least one ad in a second ad group
- 8           received from the trusted source if the score indicates that the source is no
- 9           longer a trusted source.

- 1   32. The apparatus of claim 31 wherein the determination of ads in the subset that are
- 2   disapproved is accepted from a manual review process.